

# Catalist | Ad Data Toolkit

The Ad Data Toolkit offers a variety of ways to search, analyze, and report on political ad data

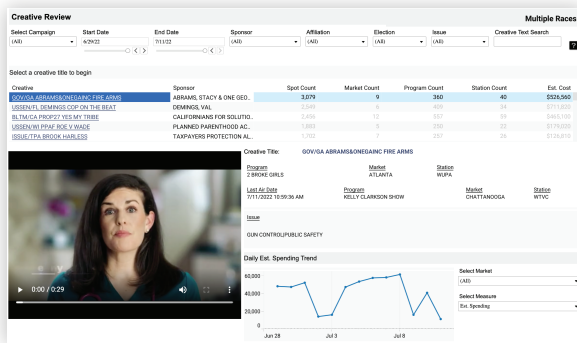
Toolkit modules give users a multitude of ways to examine creative content, media spending, sponsor activity, and market share of voice. In each view, users can filter by geography, campaign, start and end dates, affiliation, issues, and sponsor.

## Campaign Overview

Spot and cost totals by media market, state, and electoral race

## Creative Review

Analyze creative content and performance metrics for individual ads, as well as sponsor involvement



## Campaign Summary

Examine Market Share of Voice (MSV) and estimated spending for specified media markets, sponsors, ad types, individual creatives, and time of day

## Message Analysis

Categorizes ad content by topic as well as listing out individual ads that have run within filtered dates and media markets

## Daily Activity Monitor

Shows a day-to-day timeline by sponsor and creative, with details including estimated spend

## Time of Day Analysis

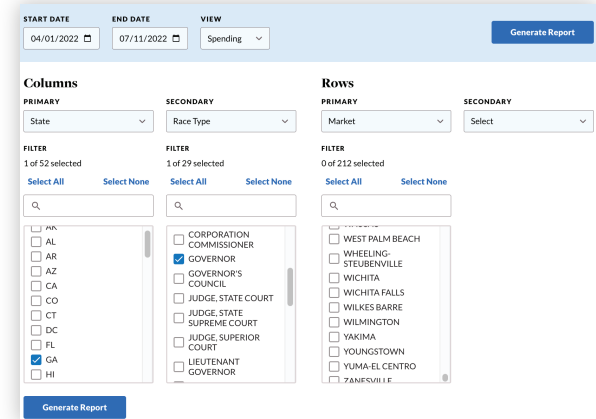
Shows details about creative content placement

## KANTAR

Kantar Media is the leading nonpartisan political advertising data provider. Their Campaign Media Analysis Group (Kantar/CMAG) delivers real-time, accurate information on where TV ads are airing, what they say, how much is being spent, sponsor specifics, issues, tone, and other messaging trends.

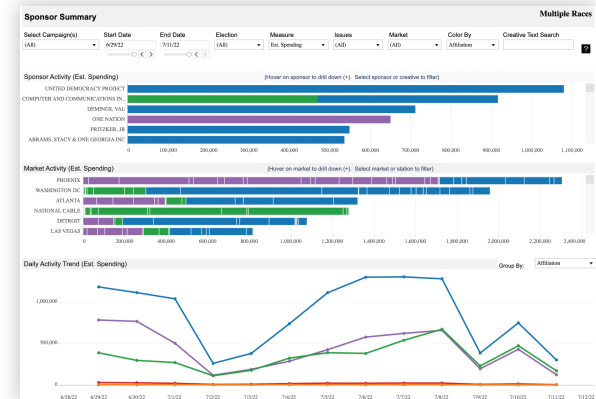
## Ad Data Analyzer

Allows users to generate custom Kantar ad reports



## Sponsor Summary

Shows ad data by the organization who paid for ad placement



## Email Notifications

Enroll in custom emails to stay up to date on specific campaigns, races, or issue areas

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